

ABSTRACT

The purpose of this research is to improve the ability of quantitative analysis, where the Learning Orientation, Entrepreneurial Orientation, innovativeness as a key factor determining the success of Business Performance. The Author using the method of path analysis to clarify the effect of the variables. To test the model, data were collected from 17 companies in the Jabodetabek. Researchers found the Learning Orientation and Entrepreneurial Orientation ha simultaneously and significantly contribute to the innovativeness variables on car dealers. Learning Orientation individually did not have contributed significantly to the innovativeness in the car Dealers . While Entrepreneurial Orientation has contributed significantly to the innovativeness variables on car dealers. Learning Orientation, Entrepreneurial Orientation and innovativeness have contributed significantly and simultaneous to the Business Performance at the car dealer. Individually, Learning Orientation does not have contributed significantly to the Business Performance at the car dealer. Entrepreneurial Orientation also not have contributed significantly to the Business Performance at car dealers. While innovativeness has contributed significantly to the Business Performance at car dealers,

Keywords : Learning Orientation, Entrepreneurial Orientation, Innovativeness, Business Performance